

# TEAM QUATTRO



**BRINGING DWR PUBLIC OUTREACH  
INTO THE 21<sup>ST</sup> CENTURY**

# Public Outreach

A **clear** message

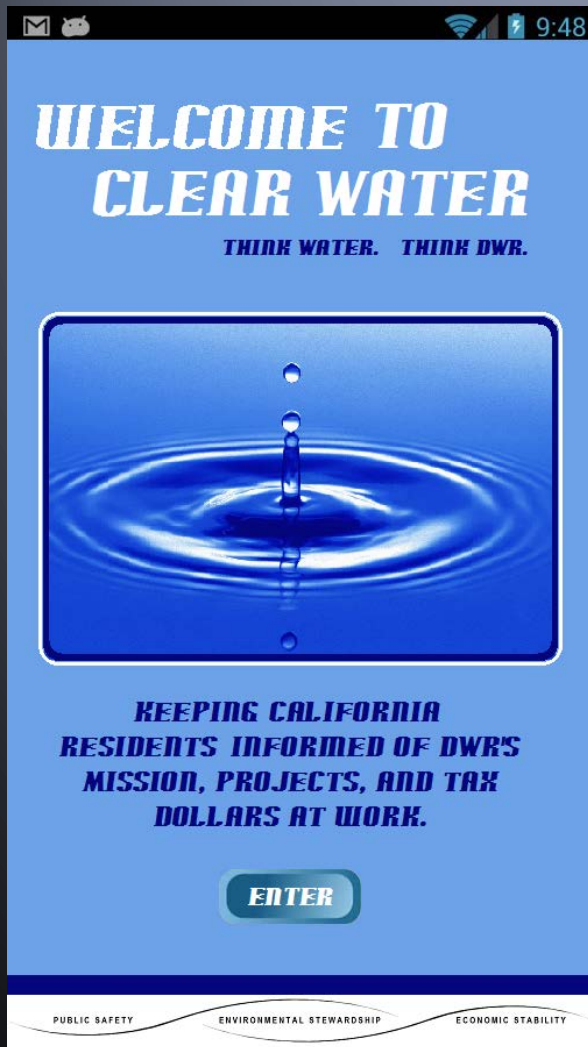
A **clear** purpose

And **clear** accessibility.

***CLEAR WATER***

***THINK WATER. THINK DWR.***

# Purpose of *CLEAR WATER*



DWR is responsible for managing and protecting California's water...

## Mission

To manage the water resources of California in cooperation with other agencies, to benefit the State's people, and to protect, restore, and enhance the natural and human environments.

# Water Challenges (from Water 360)



Major **system deficiencies** put public safety, financial stability and economic well being of the State at risk of flooding.



California's Bay-Delta **ecosystem** is declining with many fish populations at record lows.



**Water supplies** from the Delta are less reliable. Aging infrastructure and growing population put more pressure on water systems.



Multi-year **drought** has further stressed water supplies for all purposes. Reservoirs are low and groundwater levels are declining.



**Climate change** impacts, including less snowpack, higher flood peaks, and sea level rise, create new uncertainties.

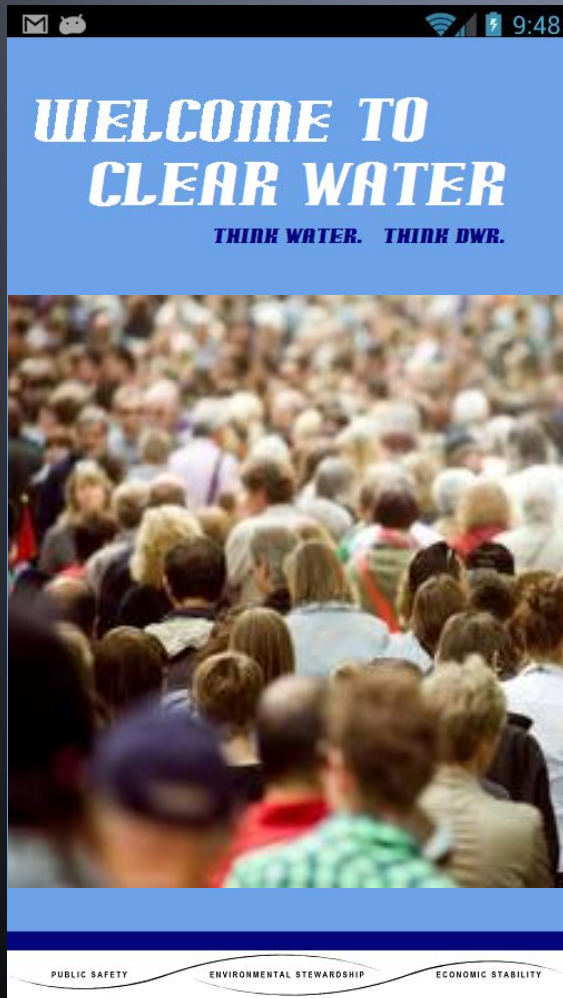


*The  
economic  
climate has  
changed*



# Purpose – How to Address Water Challenges

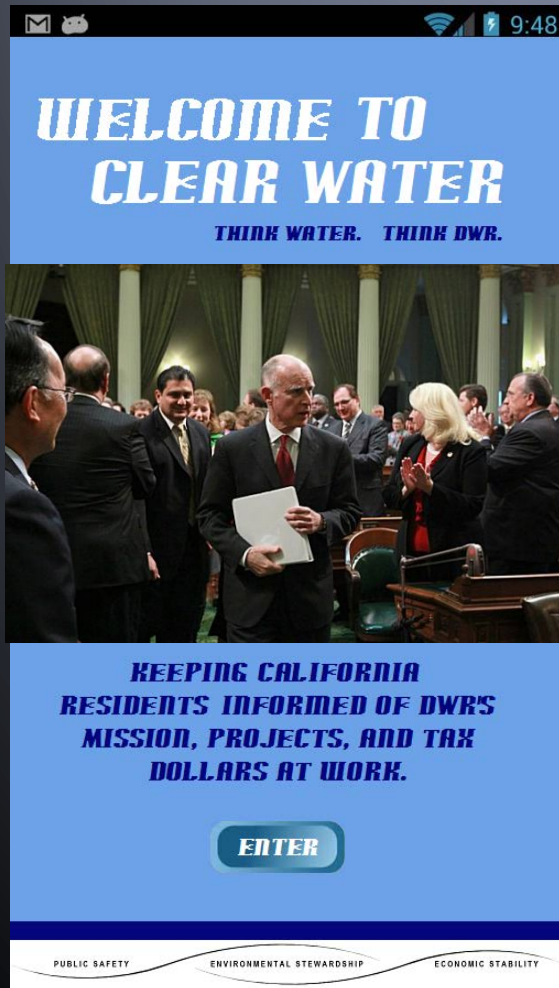
DWR is responsible for managing and protecting California's water...



- General public
- Governor, State Senators, Assembly members, and their staff
- Funding short and long term mission and mandates

# Purpose – How to Address Water Challenges

DWR is responsible for managing and protecting California's water...



- General public
- Governor, State Senators, Assembly members, and their staff
- Funding short and long term mission and mandates?

Image from:

<http://www.kpbs.org/news/2011/feb/01/gov-brown-references-unrest-egypt-justify-tax-hike/>

# Purpose – How to Address Water Challenges

DWR is responsible for managing and protecting California's water...

- General public
- Governor, State Senators, Assembly members, and their staff
- **Funding short and long term mission and mandates?**

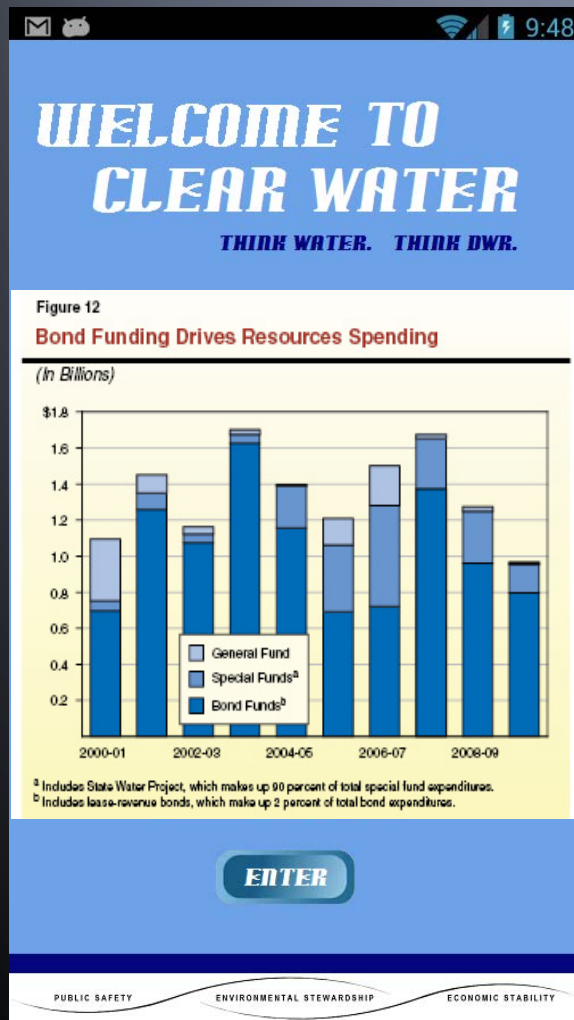


Image from:

[http://www.lao.ca.gov/reports/2011/stadm/infrastructure/infrastructure\\_082511.aspx](http://www.lao.ca.gov/reports/2011/stadm/infrastructure/infrastructure_082511.aspx)

# What's Needed to Address Challenges?

- **Clear and Compelling Message:**
  - Public Perception and Relations
  - Policy Support
  - Sustainable Funding



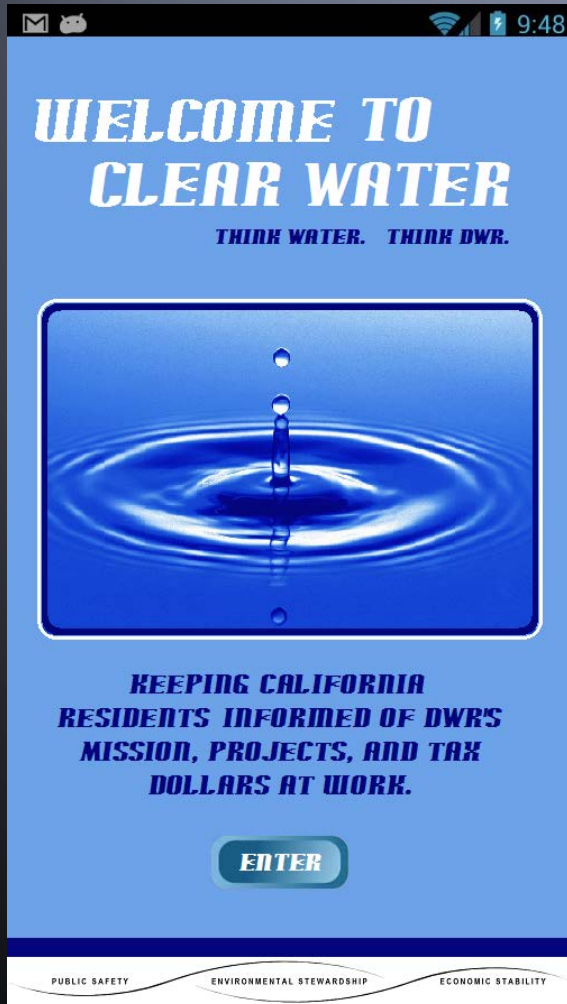
# What's Needed to Address Challenges?

- **Clear and Compelling Message:**
  - Public Perception and Relations
  - Policy Support
  - Sustainable Funding

***CLEAR WATER***

**is the clear answer...**

# Why *CLEAR WATER* ?



- **Strategic Planning Goal #5**
  - Provide policy direction and legislative guidance on water and energy issues and educate the public on the importance, hazards, and efficient use of water.
- **Improve Public Perception**
  - Identify the importance of DWR work
  - Highlight Accomplishments
- **Plant the seed and develop sustainable funding mentality with Legislature and public**





3G

9:42 AM



Messages



Calendar



Photos



Camera



YouTube



Clear Water



Maps



Weather



Voice Memos



Notes



Clock



Calculator



Settings



iTunes



App Store



Compass



Phone



Mail



Safari



iPod



# **WELCOME TO CLEAR WATER**

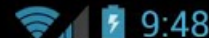
**THINK WATER. THINK DWR.**



**KEEPING CALIFORNIA  
RESIDENTS INFORMED OF DWR'S  
MISSION, PROJECTS, AND TAX  
DOLLARS AT WORK.**

**ENTER**





9:48

# **WELCOME TO CLEAR WATER**

**THINK WATER. THINK DWR.**

**JUST ONE MOMENT  
WHILE YOUR POSITION  
IS LOCATED...**



PUBLIC SAFETY

ENVIRONMENTAL STEWARDSHIP

ECONOMIC STABILITY

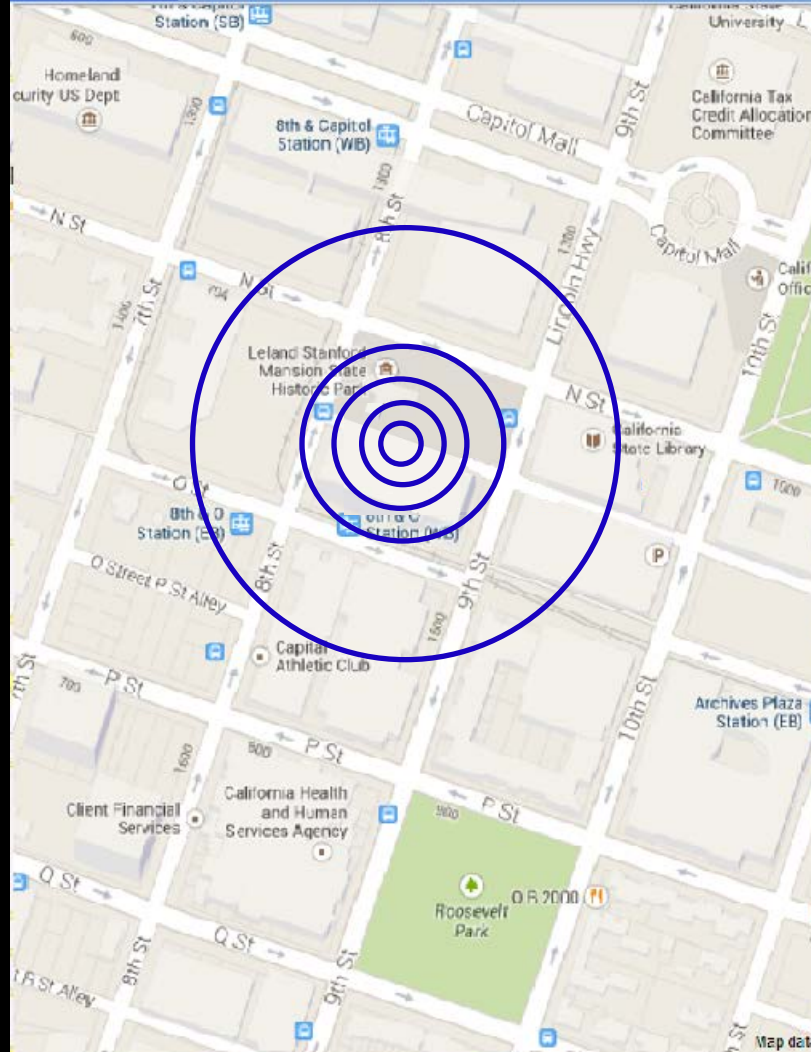


9:48



# CLEAR WATER

THINK WATER. THINK DWR.



WATER  
PROJECTS

RECREATION



PUBLIC SAFETY

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ECONOMIC STABILITY

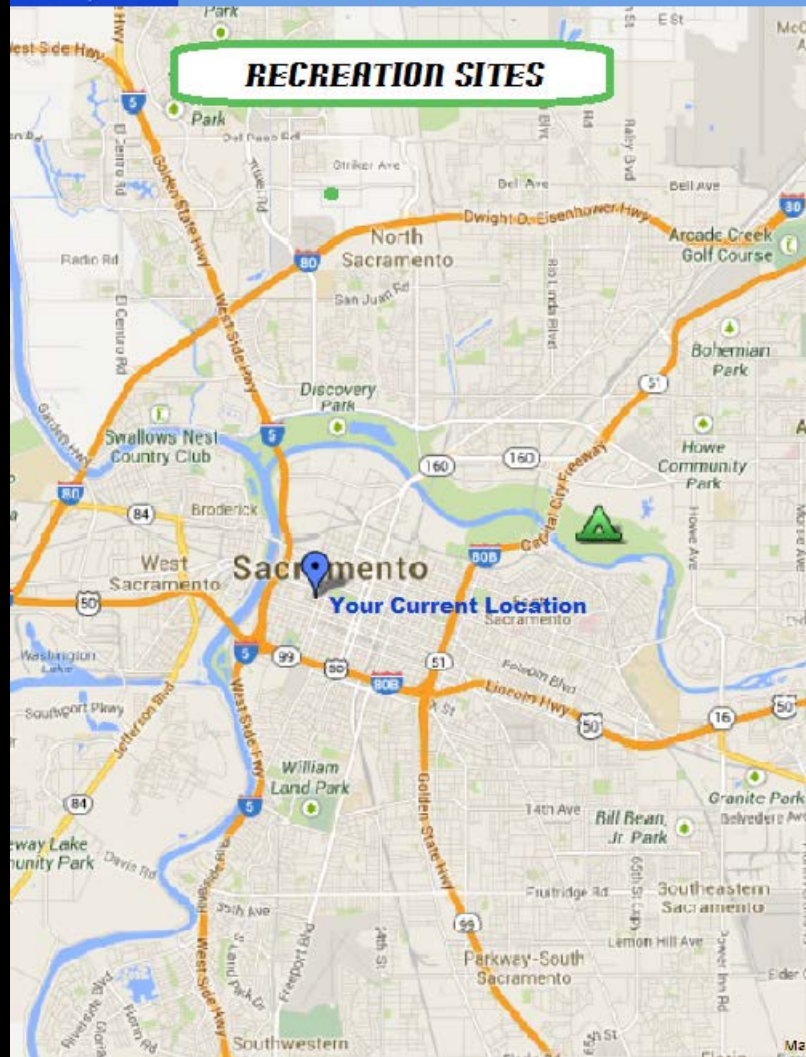


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## RECREATION SITES



WATER  
PROJECTS

RECREATION





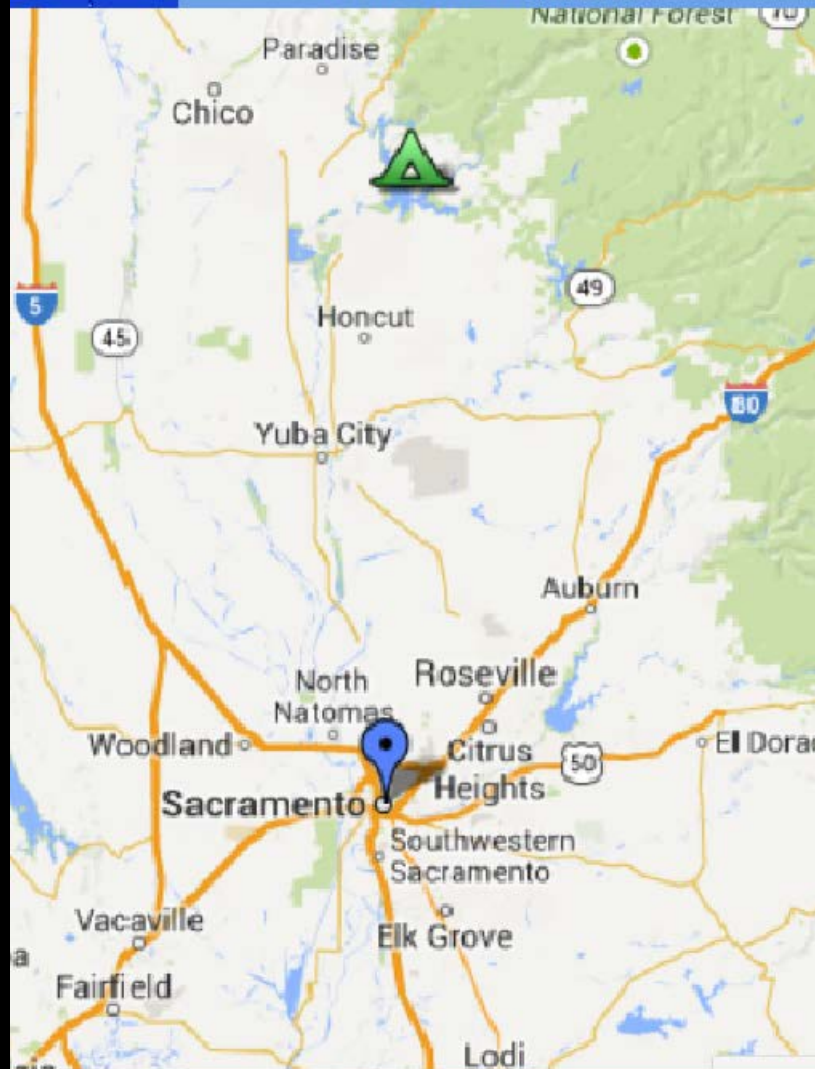


9:48



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WATER  
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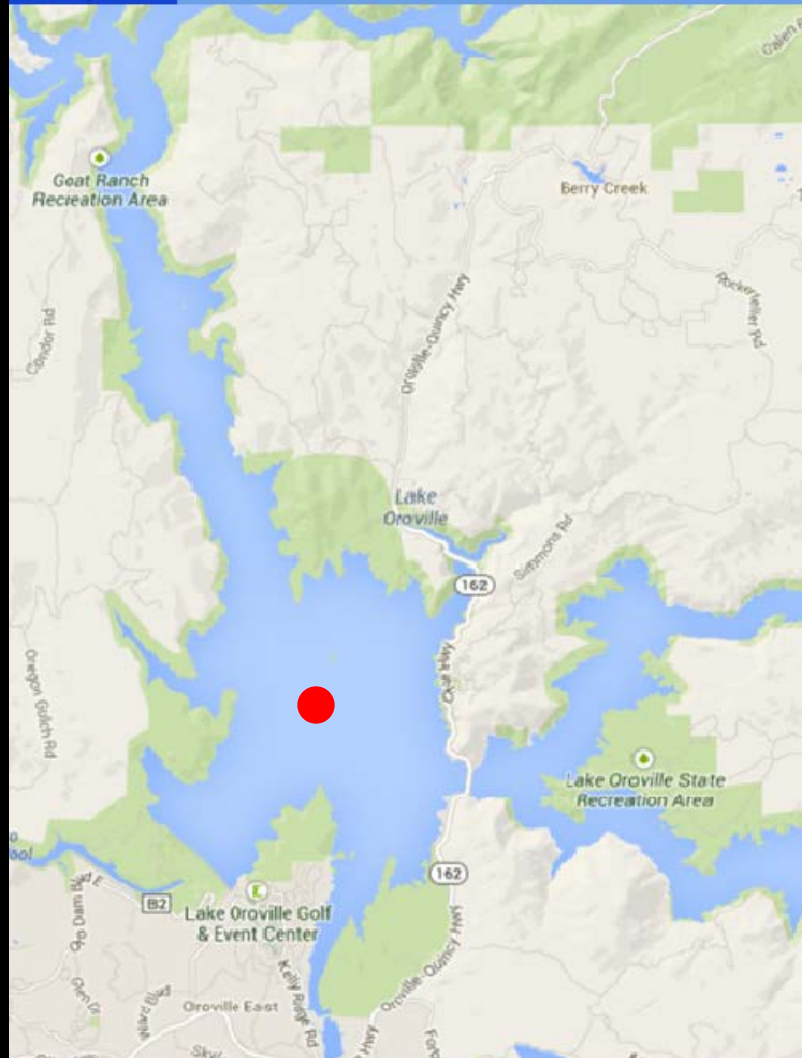


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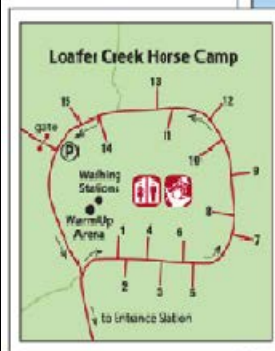


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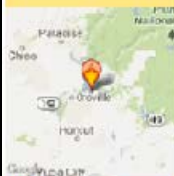
-  Paved Road
-  Trail
-  Equestrian Campsite
-  Group Campsite
-  Restrooms
-  Wheelchair Access
-  Coin-operated Shower
-  RV Sanitation Station
-  Water Faucet
-  Parking
-  Accessible Campsite
-  Campsite w/ Extra Parking



[Reservations](#)



9:48

**CLEAR WATER****THINK WATER. THINK DWR.****ACTIVE**Find  
Camping SpotCampgrounds  
by MapCamping  
SpotlightSpecial Offers  
Gear DealsHunting & Fishing  
Licenses[Sign In or Sign Up](#)Find other campgrounds  
[Get Directions](#)

Geographic Data

**Find Campsites**Looking for  
Any camping spot ☐  
Loop  
Leather Creek Sites 1, 2  
Site #:☐ spot with...Dates (optional)  
☐ Specific ☐ RangeArrival date:  
not yet availableLength of stay:  
0[Search Campsites](#)Get your official  
California State Parks  
merchandise here**LAKE OROVILLE SRA, CA**

177 people like this. Sign Up to see what your friends like.

225 site(s) found

ALL (225) FLOATING CAMP SITE (10) GROUP BOAT-IN (1) GROUP TENT ONLY (8)  
HORSE SITE (13) STANDARD (135) TENT ONLY - WALK-IN (5)Campground  
DetailsCampground  
MapCampsite  
ListBath Range  
Availability

Campsite Search Results: 1-31 of 31

[Previous](#) | [Next](#)**Matching Campsites**Zoom to: Full Campground | All Matching Campsites  
[Switch to Basic Map](#)

- 1 PLT10
- 2 GOL01
- 3 27MK
- 4 Bidwell Hook UP 27FT
- 5 40D2V
- 6 Lime Saddle DRY 40FT
- 7 40D2V
- 8 Leather Creek DRY 40FT
- 9 10MK
- 10 Bidwell Hook UP 40FT
- 11 10MK
- 12 Lime Saddle Hook 40FT
- 13 10MK
- 14 Leather Creek HORSE 40FT
- 15 8VND



Campsite Search Results: 1-31 of 31

[Previous](#) | [Next](#)

Footnotes: (applicable only where specifically marked above)

1 When you reserve one of these sites, it will make a site specific reservation. You will be assigned a site when you arrive at the campground.

2\*\* Arrival dates earlier than the online reservation window may also be available at the campground.

**BACK**

PUBLIC SAFETY

ENVIRONMENTAL STEWARDSHIP

ECONOMIC STABILITY



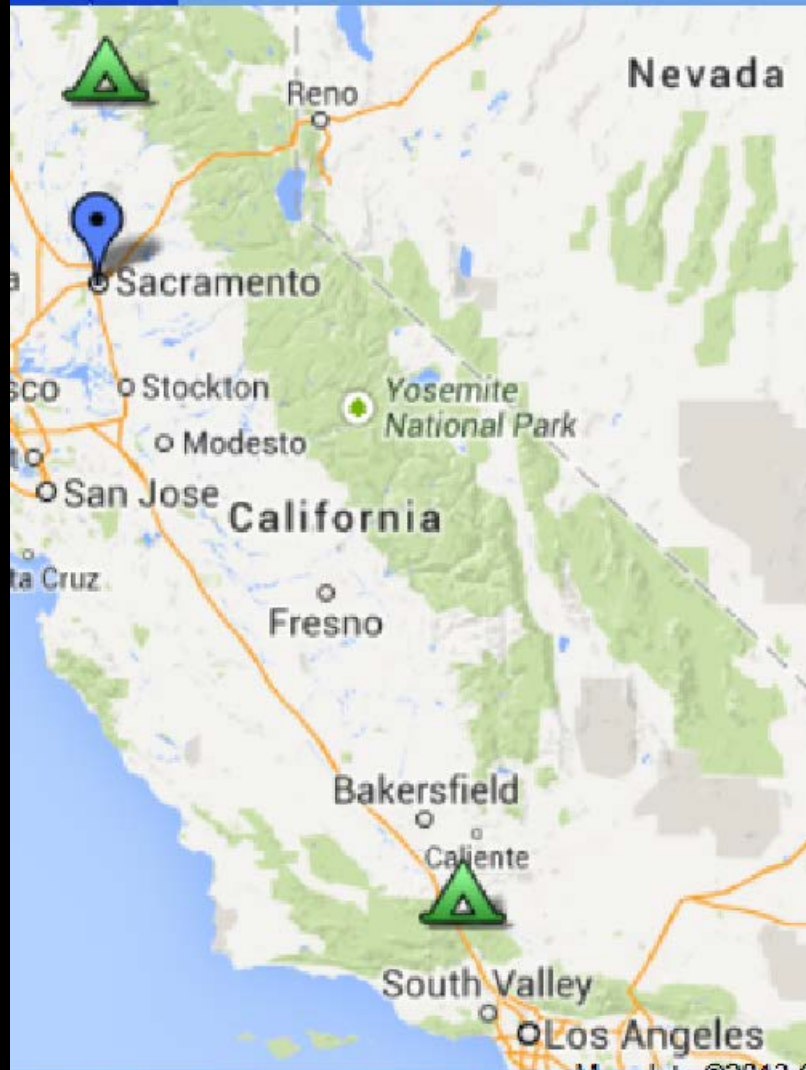


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# CLEAR WATER

THINK WATER. THINK DWR.



WATER  
PROJECTS

RECREATION



PUBLIC SAFETY

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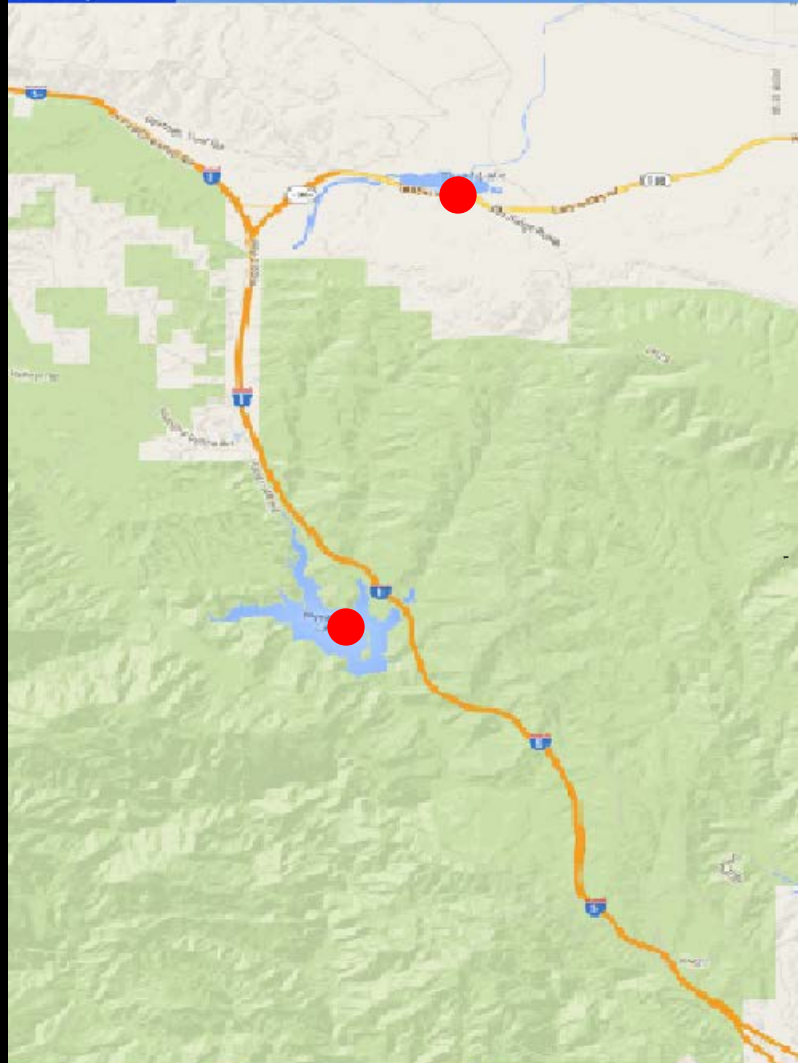
ECONOMIC STABILITY





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WATER  
PROJECTS

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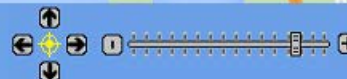
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WATER  
PROJECTS

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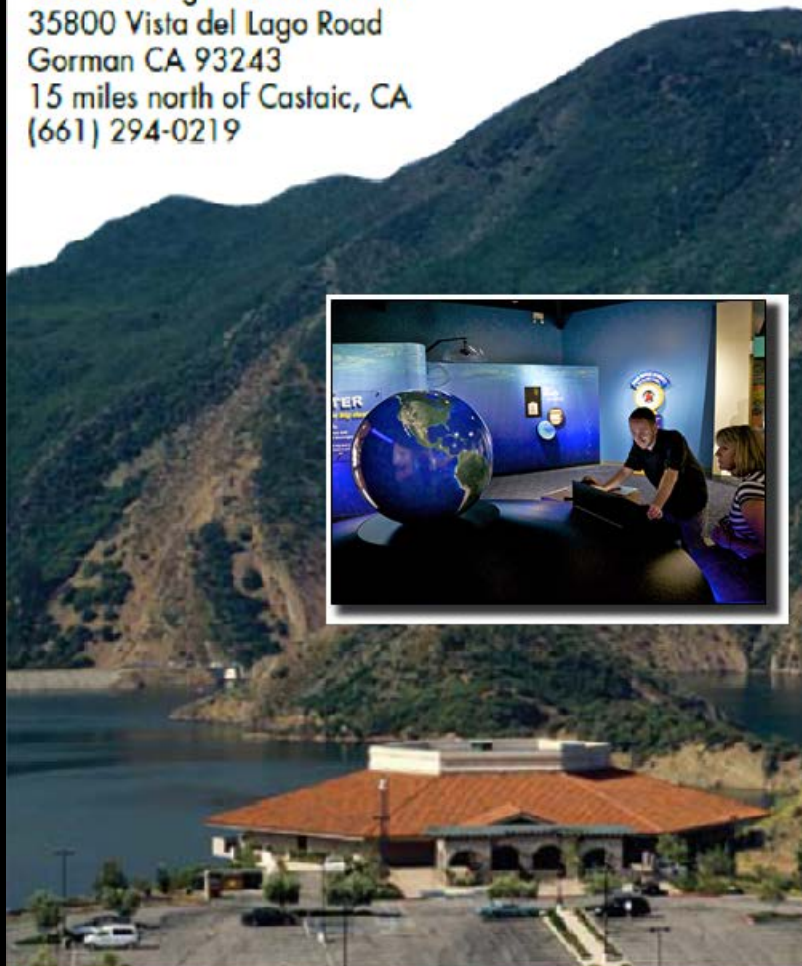


# CLEAR WATER



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**Vista del Lago Visitors Center**  
35800 Vista del Lago Road  
Gorman CA 93243  
15 miles north of Castaic, CA  
(661) 294-0219



**BACK**

PUBLIC SAFETY

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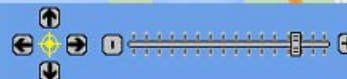
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## Emigrant Landing Pyramid Lake CA

Home > Day Use > Emigrant Landing Pyramid Lake CA

### Emigrant Landing Day Use Area and Boat Ramp

**URGENT NOTICE PLEASE READ:** Quagga Mussel inspections are taking place and all water craft will be required to pass inspection before they will be allowed to launch. For information about Quagga Mussel inspections click on this link <http://www.dfg.ca.gov/invasives/quaggamussel/>



Emigrant Landing offers picnic areas, swimming, fishing, boating, kayaking and water-skiing at Los Angeles premiere recreation area. This includes 3 unique day use sites only accessible by boat. There are courtesy docks and a ramp leading from Parking Lot A to an accessible fishing site.

Open for day-use only — hours vary through the season. For season hours call 661.295.7155.

Each day, the LA County Sheriff's office sets a maximum number of boats that can be safely launched on Pyramid Lake at any one time. These limits are typically 50 jet skis and 150 boats, though these limits vary based on a number of conditions. Once these lake limits are hit, which can occur very early on busy weekends, boats and jet skis will only be allowed to enter Emigrant's Landing when one leaves. For current updates call 661-295-7155.

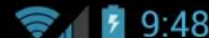
### Fees

Single Vehicle: \$11.00  
Trailer/Watercraft: \$13.00  
RV: 18.00  
Commercial Bus: \$30.00  
Motorcycle: \$11.00  
Ketch Vessel (motorized) \$12.00  
Car Top Non-Motorized Vessel \$8.00

Swim Wrist Band: \$2.00 per person

**BACK**





9:48

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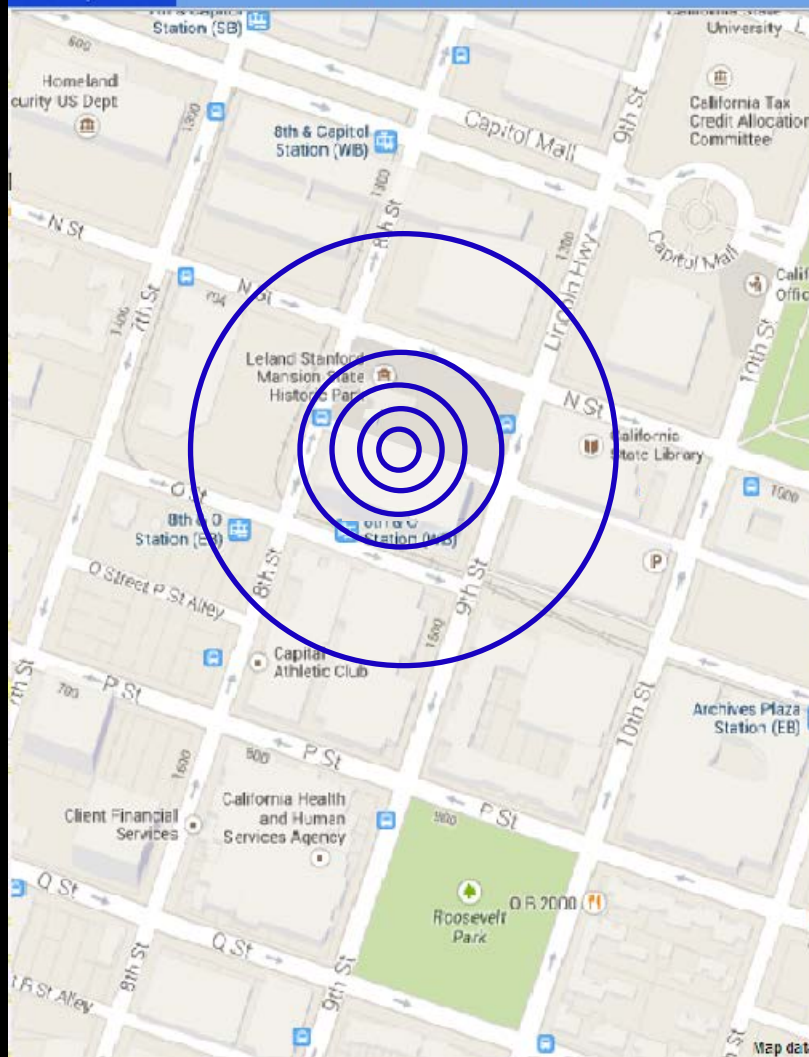


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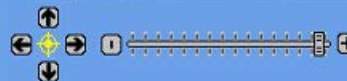
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WATER  
PROJECTS

RECREATION



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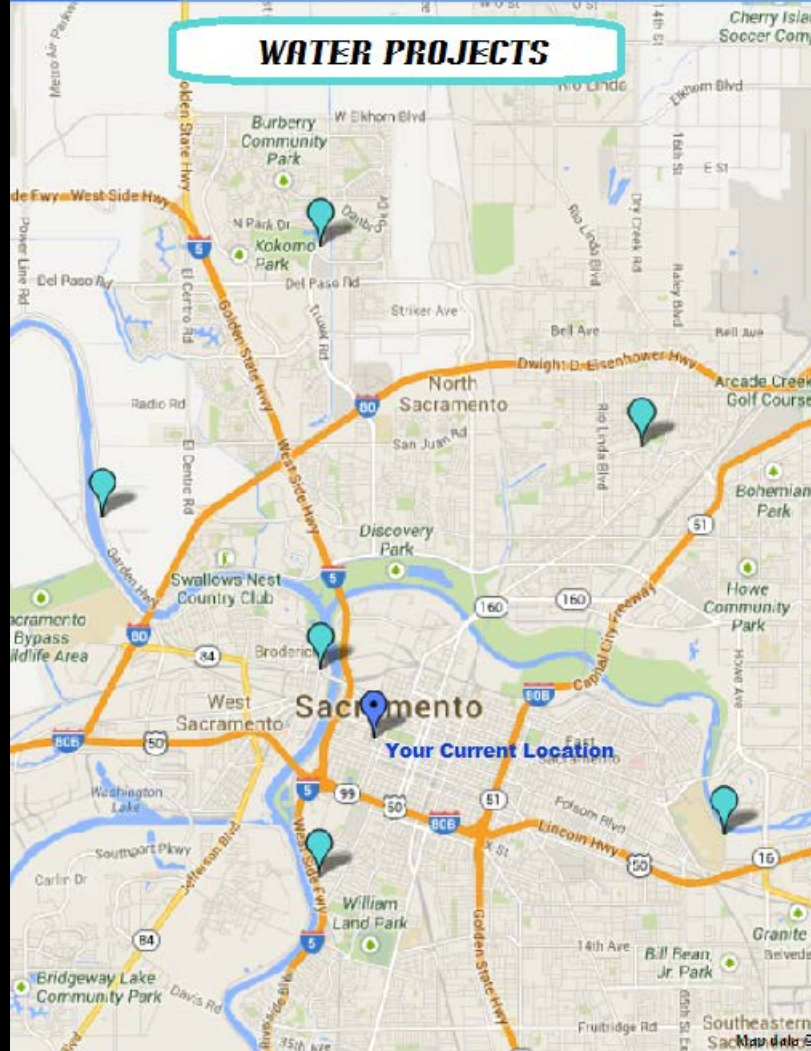


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## WATER PROJECTS



WATER  
PROJECTS

RECREATION



PUBLIC SAFETY

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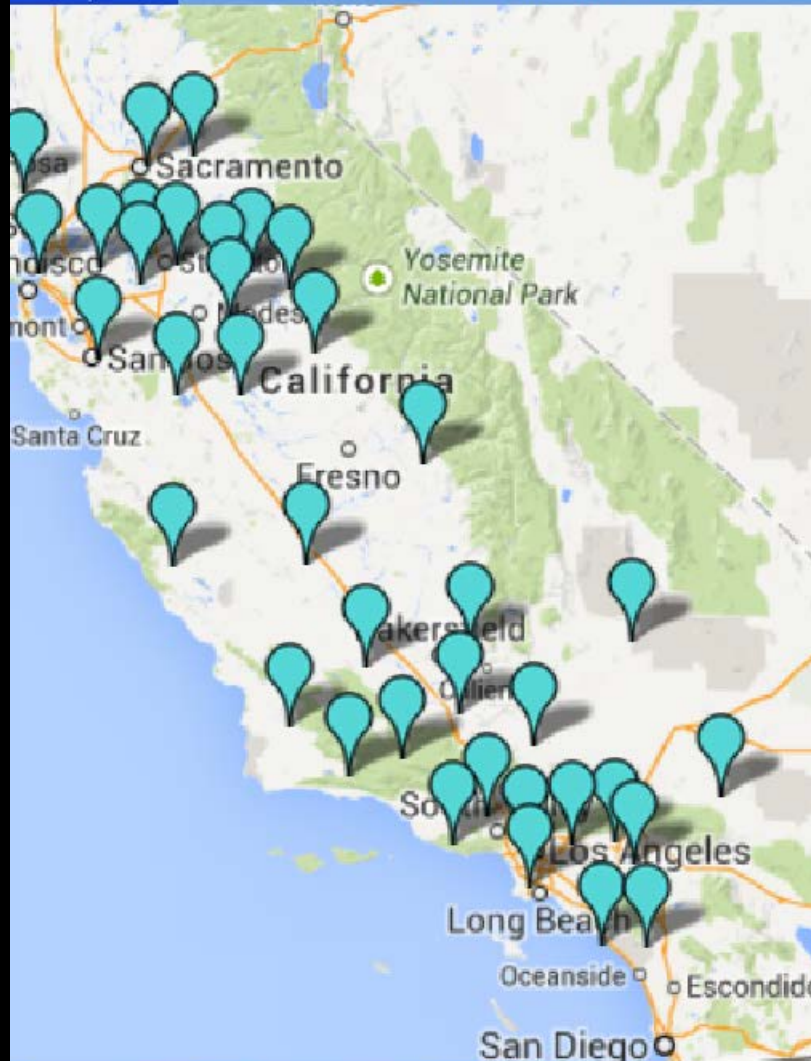


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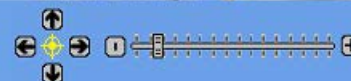
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WATER  
PROJECTS

RECREATION



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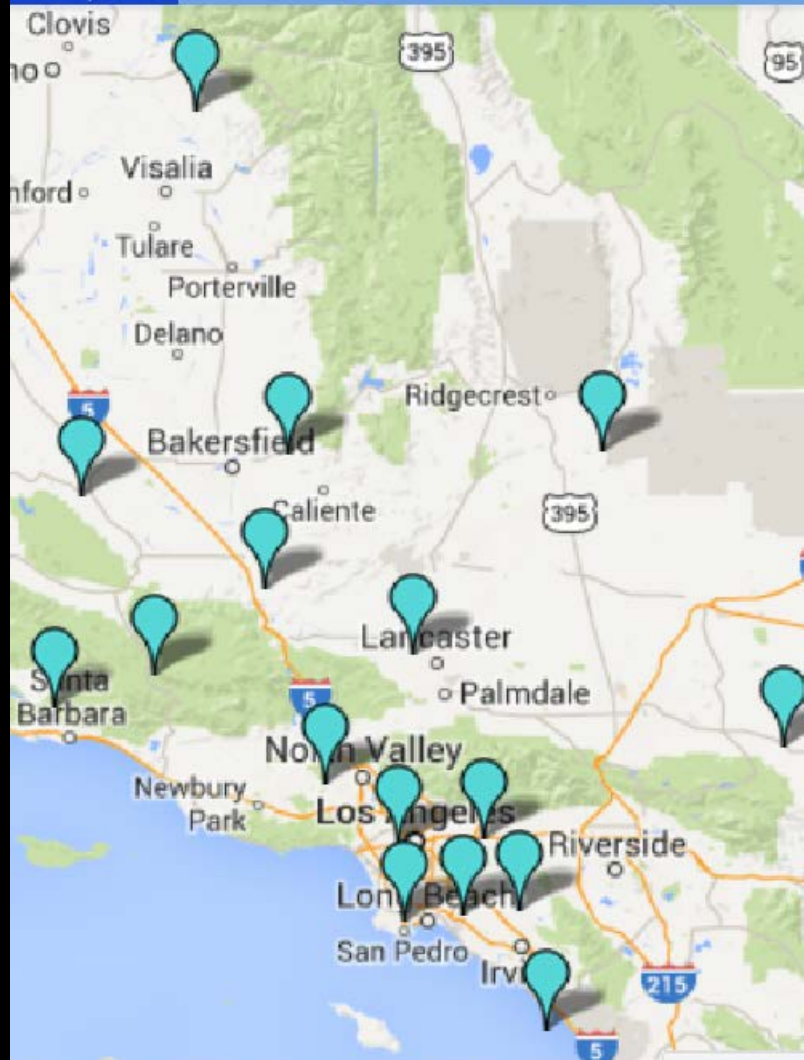
ECONOMIC STABILITY





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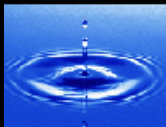
WATER  
PROJECTS

RECREATION





9:48

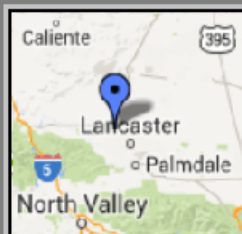


# CLEAR WATER

THINK WATER. THINK DWR.



## PROJECT INFO



### Project Title

Antelope Valley Prop 84 Round 1  
Implementation Grant

### Location

Los Angeles County, CA

## GRANT INFORMATION

*Your tax dollars*



## PROJECT DETAILS

*Your tax dollars at work*



## PROJECT BENEFITS

*Tax dollars achieving...*

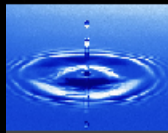


## GRANTEE INFORMATION

*Local agency info*



**BACK TO MAP**

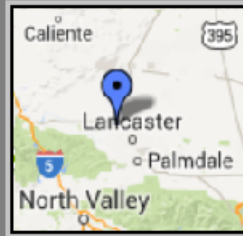


**CLEAR WATER**

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## GRANT INFORMATION



**Project Title**

Antelope Valley Prop 84 Round 1  
Implementation Grant

**Location**

Los Angeles County, CA

**GRANT AMOUNT:** \$5,400,000

**LOCAL CONTRIBUTION:** \$45,269,252

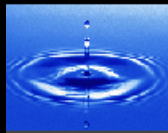
**OTHER STATE BONDS:** \$0

**TOTAL PROJECT COST:** \$50,669,252

**BACK**



9:48

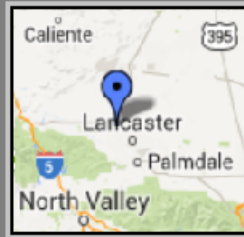


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## PROJECT BENEFITS

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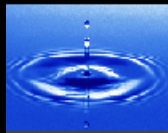
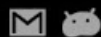
## GRANTEE INFORMATION

*Local agency info*



**BACK TO MAP**



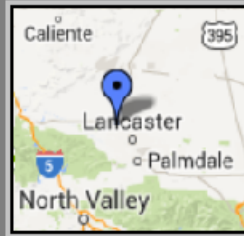


# CLEAR WATER

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## PROJECT DETAILS



### Project Title

Antelope Valley Prop 84 Round 1 Implementation Grant

### Location

Los Angeles County, CA

## PROJECT DESCRIPTION

Installation of 400 acres of recharge pools, five recovery wells, pipelines, and a pump station.

**PROJECT  
PHOTOS**

## PROJECT STATUS

- ✓ On time
- ✓ Within scope
- ✓ Within budget

Project estimated to  
be completed on  
June 30, 2015

**BACK**



# CLEAR WATER

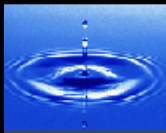
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[BACK](#)



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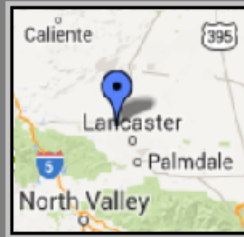


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## PROJECT DETAILS

*Your tax dollars at work*



## PROJECT BENEFITS

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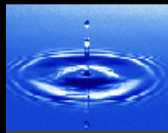


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**BACK TO MAP**

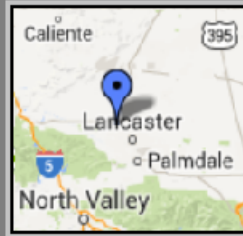


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## PROJECT BENEFITS



### Project Title

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### Location

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## PUBLIC SAFETY



ENVIRONMENTAL STEWARDSHIP



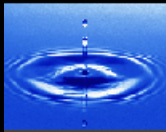
ECONOMIC STABILITY

BACK





9:48

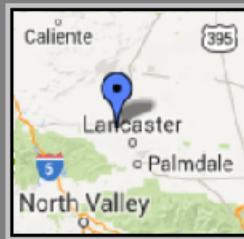


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## PROJECT BENEFITS

*Tax dollars achieving...*



## GRANTEE INFORMATION

*Local agency info*



**BACK TO MAP**



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## GRANTEE INFORMATION



### Project Title

Antelope Valley Prop 84 Round 1  
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### Location

Los Angeles County, CA

## IMPLEMENTING ENTITY

Antelope Valley - East Kern Water Agency  
6500 West Avenue  
North Palmdale, CA 93551

(661) 943-3201

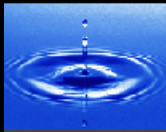
<http://www.avek.org/>



**BACK**



9:48

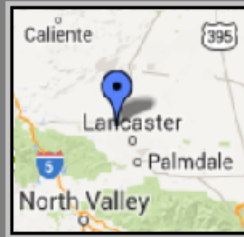


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## PROJECT BENEFITS

*Tax dollars achieving...*



## GRANTEE INFORMATION

*Local agency info*



**BACK TO MAP**

**THANK YOU FOR VISITING**  
**CLEAR WATER**

**THINK WATER. THINK DWR.**



FOR MORE INFORMATION ABOUT DWR  
PROGRAMS PLEASE VISIT OUR  
WEBSITE AT

[WWW.WATER.CA.GOV](http://WWW.WATER.CA.GOV)





# ***CLEAR WATER***



**BRINGING DWR PUBLIC OUTREACH  
INTO THE 21<sup>ST</sup> CENTURY**

**TEAM QUATTRO**